



PRESS RELEASE

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Performance Potential Adds Premiere Assessment Instruments to its Toolbox for Helping Clients Achieve Organizational Excellence

Performance Potential has an exemplary management team with extensive experience using assessment instruments to transform organizational performance. Performance Potential Consultants have recently served as CEO, COO, or Principals at companies which they founded, operated, grew, and/or sold to major institutions. Performance Potential offers clients more than 100 years of cumulative experience and diverse perspectives concerning how to achieve Corporate, Managerial, and Sales Force Performance Excellence.

Armed with accomplished business strategists, industry experts, and metrics design specialists, Performance Potential has attracted attention from a wide range of clients on their quest to help organizations attain sustainable competitive advantage. Highlighted below are two powerful assessment instruments used in the overall Performance Potential system of solutions and product suites.

Management Performance Improvement

Performance Potential's Manager Development Inventory™ (MDI) was specifically designed to help managers create and sustain an environment where employees execute and thrive. The MDI helps ensure that sustaining high levels of productivity moves from desire to reality. This instrument will help your employees become your greatest asset and competitive advantage.

The MDI is a diagnostic and measurement tool. It measures a manager's key leadership skills from multiple perspectives. This tool tracks the manager's use of proven management techniques. The MDI has been utilized by more than 30,000 managers worldwide (yielding significant normative data).

Sales Force Transformation

Performance Potential's Sales Development Inventory™ (SDI) helps organizations reduce the variability and unpredictability in their sales performance. It is the ideal tool for creating a high-performing sales organization.

The Sales Development Inventory is a diagnostic and measurement tool designed to focus on a sales representative's use of key skills related to sales effectiveness. The skills assessed are those corresponding with a highly effective customer-focused approach to the sales process. This tool enables both the sales manager and sales representative to perform independent skill assessment and then compare their results.

The research database for developing the SDI included:

- Analysis of observations of 15,000 sales calls
- Analysis of 45,000 product/service presentations
- Analysis of 1.5 million behaviors related to sales
- Involvement of 200 managers
- Analysis of 1,500 coaching sessions

Employee Engagement

Performance Potential's Employee Engagement Inventory™ (EEI) helps organizations better understand how engaged the employees in their key work teams feel. The EEI helps company and work team leaders focus their energies and actions to achieve sustainable increases in employee engagement.



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The EEI is a diagnostic and measurement tool that measures perceived employee engagement throughout the organization and/or in specific work teams based on input from senior/team leaders and a sample of employees.

Is Performance Potential right for you?

If you believe innovative ideas and authentic leadership have the power to transform organizations, look no further. This is the place for you.

The Performance Potential Systems for Excellence are for Executives, Managers, and Sales leaders who want to take action. It's for leaders who are difference-makers. It's for organizational leaders who want to strive for the highest standards of excellence, see their enterprise grow, and serve their customers more completely.

Our clients become more informed by accessing top business thinkers, learning to position their organizations for growth, and connecting with like-minded individuals and companies through our network. Whether you are an influential corporate leadership role or are an established or emerging entrepreneur, we can help position you to accelerate past your goals.

Join the Performance Potential network and be part of a dynamic community of some of the most innovative, passionate, and talented people across industries. Join us on our quest to offer first-class solutions to all generations of organizational leaders.

For more information, please contact Jeff Sucec at jsucec@performancepotential.com, or call (630) 881-2648.